



Institute of Medicine: Evaluation of PEPFAR Social Media Toolkit

On February 20th, The Institute of Medicine released their Evaluation of PEPFAR report authored by the Committee for the Outcome and Impact Evaluation of Global HIV/AIDS Programs Implemented Under the Lantos/Hyde Act of 2008. The report release and public briefing was held at 9:00 a.m. EST in the main auditorium of the National Academy of Sciences Building located at 2101 Constitution Avenue, NW, Washington, DC 20418. The public briefing included a statement by the committee chair highlighting key findings, conclusions and recommendations of the report as well as a Q&A discussion with committee members.

This event was open to the public. For those unable to attend the public briefing in person, webcasting was available at: www.iom.edu/pepfarwebcast

Below are pre-crafted tweets and messages for use on your social media accounts. Please feel free to tailor these messages for your audiences.

NOTE: The relevant hashtags and Twitter handles for this event are: #AIDS, #HIV, #AIDS, #PEPFARBlueprint, #PEPFAR, @TheIOM

Tweets

1. Read the @theIOM evaluation of #PEPFAR here: <http://ow.ly/hTeBe>
2. [@TheIOM](#) eval recognizes #PEPFAR 4 saving & improving the lives of millions around the world & that is critical that the response be country-led.
3. #Scientific advances + success in implementing effective programs are helping us come closer to an #AIDS-free generation @TheIOM
4. By increasing #HIV prevention & scaling up access to ART, we can help eliminate this deadly disease. @TheIOM
5. The #PEPFARblueprint provides 5 goals w specific steps that the U.S. will take w partner countries 2 reach these goals. @TheIOM
6. [@TheIOM](#): “#PEPFAR is an unprecedented initiative implemented on behalf of the U.S., w vast bilateral investment from the U.S. gov’t.
7. [@PEPFAR](#) is committed to strengthening programs for orphans & vulnerable children. Read: <http://ow.ly/hRvIA> @TheIOM
8. The #PEPFARblueprint sends a message that the U.S. commitment 2 the global #AIDS response will remain strong, comprehensive & driven by science.

9. [.@TheIOM](#): “#PEPFAR has achieved & in some cases surpassed its ambitious aims. These efforts hve saved & improved the lives of millions”
10. [.@TheIOM](#): “#PEPFAR has made remarkable progress in meeting its aims through the use of health & development assistance & health diplomacy”
11. [.@PEPFAR](#) has been moving to a sustainability response w countries in the driver’s seat 2 keep the #AIDS response effective & efficient. @TheIOM
12. [.@TheIOM](#): “#PEPFAR has made considerable contributions in many areas of #health system functioning in partner countries.” #AIDS
13. [.@TheIOM](#): “#PEPFAR has increasingly supported partner countries in the development of national frameworks, policies & strategic plans.”
14. [.@TheIOM](#): “#PEPFAR has provided “proof of principle” that #HIV services can b sucessesfully delivered
15. [.@TheIOM](#) “#PEPFAR has potential 2 again transform health assistance w ultimate long term positive effects 4 health & well-being”
16. Read our statement after @TheIOM evaluation of #PEPFAR: ow.ly/hT4J1
17. Today’s report by @TheIOM is a strong validation of #PEPFAR’s ongoing commitment 2 saving lives through smart investments. #AIDS
18. We are proud that @TheIOM stated that #PEPFAR has played a transformative role in the global response to #HIV
19. We look forward 2 carefully reviewing all of @TheIOM recommendations. We R already taking action on many through our #PEPFARblueprint
20. #AmbGoosby: I am establishing #PEPFAR Interagency Committee that review @TheIOM recs. & provide an action plan 4 moving 4ward
21. #AmbGoosby: I commend @TheIOM 4 their dedication 2 providing #PEPFAR w serious recommendations 2 help us deliver on our mission.
22. #AmbGoosby: This @TheIOM report will b of true service 2 #PEPFAR as it implements the #PEPFARblueprint over the coming years. #AIDS

Facebook messages

- On February 20th, The Institute of Medicine released the report, “Evaluation of PEPFAR” authored by the Committee for the Outcome and Impact Evaluation of Global HIV/AIDS Programs Implemented Under the Lantos/Hyde Act of 2008. The public briefing included

a statement by the committee chair highlighting key findings, conclusions and recommendations of the report as well as a Q&A discussion with committee members.

Read the report here: <http://iom.edu/Reports/2013/Evaluation-of-PEPFAR.aspx>

- The [Institute of Medicine](#) evaluation recognizes PEPFAR for [saving and improving the lives of millions around the world](#) and that it indicates that for the global HIV/AIDS response to be sustainable, it is critical that the response be country-led. <http://iom.edu/Reports/2013/Evaluation-of-PEPFAR.aspx>
- Many of the recommendations of the independent study conducted by the [Institute of Medicine](#) are aligned with PEPFAR's technical guidance documents as well as the road maps and implementation steps outlined in the PEPFAR *Blueprint*. Read the PEPFAR blueprint here: www.pepfar.gov
- "PEPFAR has been globally transformative—changing in many ways the paradigm of global health and what can be accomplished with ambitious goals, ample funding, and humanitarian commitment to a public health crisis." –[Institute of Medicine](#) evaluation of PEPFAR, February 20th, 2013 <http://iom.edu/Reports/2013/Evaluation-of-PEPFAR.aspx>
- "PEPFAR has made remarkable progress in meeting its aims, reflecting the U.S. government's commitment and capability to respond to humanitarian crises through the use of health and development assistance and health diplomacy. PEPFAR's efforts have saved and improved the lives of millions of people by supporting HIV prevention, care, and treatment services; meeting the needs of children affected by the epidemic; building capacity; strengthening systems; engaging with partner country governments and other stakeholders; increasing knowledge about the epidemic in partner countries; and ensuring that attention be paid to vulnerable populations in the response to HIV." –[Institute of Medicine](#) evaluation of PEPFAR, February 20th, 2013 <http://iom.edu/Reports/2013/Evaluation-of-PEPFAR.aspx>
- "PEPFAR has provided a "proof of principle" that HIV services can be successfully delivered on a large scale in countries with a high burden of disease and limited resources and infrastructure." - [Institute of Medicine](#) evaluation of PEPFAR, February 20th, 2013 <http://iom.edu/Reports/2013/Evaluation-of-PEPFAR.aspx>
- On World AIDS Day 2012, PEPFAR released a Blueprint for creating an AIDS-free generation. The Blueprint outlines specific steps that PEPFAR will take to uphold America's promise to defeat this deadly disease. Read the PEPFAR Blueprint here: <http://www.pepfar.gov/documents/organization/201386.pdf>
- The blueprint is our promise—and our challenge—to the world. It reflects lessons learned from our almost ten years of experience with AIDS-related programs as well as our ongoing commitment to support countries in building sustainable health care systems that can deliver for the long term. Most of all, it sends an unequivocal message

that the U.S. commitment to the global AIDS response will remain strong, comprehensive and driven by science. www.pepfar.gov

- The blueprint provides a roadmap both for how PEPFAR will work to achieve an AIDS-free generation and what needs to be done to help bring countries to the tipping point in their epidemics. It provides proof that if we work together an AIDS-free generation can be more than a rallying cry, it can be a reality. Read the blueprint here: www.pepfar.gov
- The United States is committed to Scaling Up Combination Prevention and Treatment. As Former Secretary Clinton said last year, if we scale up prevention of mother-to-child-transmission; treatment as prevention; voluntary medical male circumcision; and access to HIV testing and counseling, condoms and other evidence-based prevention interventions, we can put ourselves on a path to an AIDS-free generation.
www.pepfar.gov
- The blueprint is driven by five key principles that are the foundation of PEPFAR's work with countries to fight AIDS.
 - Making strategic, scientifically sound investments to rapidly scale-up core HIV prevention, treatment and care interventions
 - Work with our partners to effectively mobilize, coordinate and efficiently use resources to save more lives sooner
 - Focus on women and girls to increase gender equality
 - End stigma and discrimination against people living with HIV and marginalized populations
 - Set benchmarks that are regularly assessed to assure goals are being met

Read more in the blueprint here: www.pepfar.gov

23. Today's report by the [Institute of Medicine](http://www.institutemedicine.org) (IOM) is a strong validation of PEPFAR's ongoing commitment to saving lives through smart investments. We are proud that the IOM stated that PEPFAR has played a transformative role in the global response to HIV. We stand ready to continue to play this role as we work with our partners across the globe to create an AIDS-free generation. Read our statement here: ow.ly/hT4J1

- "PEPFAR has the potential to again transform the way health assistance is envisioned and implemented, with ultimate long-term positive effects for health and well-being." - [Institute of Medicine](http://www.institutemedicine.org) evaluation of PEPFAR, February 20th, 2013

We could not agree more!

- "I am establishing a PEPFAR Interagency Committee that will be responsible for reviewing all of the recommendations and providing me with an action plan for moving forward so that PEPFAR is best positioned to save even more lives." – Ambassador Eric Goosby, in response to the Institute of Medicine's evaluation of PEPFAR, February 20th, 2013

Read his full statement here: ow.ly/hT4J1